

AGTOURISM / DIRECT MARKETING WORK GROUP MEETING AGENDA

May 11, 2006

County Sheriff Station – Templeton

1. Introductions/Announcements, Approval of Minutes: April 27 meeting
Brenda Ouwerkerk, (10 minutes)
2. Discussion: Process Check – where are we going and how are we going to get there? – Brenda (15 minutes)
3. Introduction: PRODUCTS topic (Committee # 1 Information)
Michael (15 minutes)
4. Presentation: Final Draft: Committee #2 CAMPING, HUNTING CLUBS, ETC
(30 minutes)
5. Presentation: Committee # 3 SPECIAL/TEMPORARY EVENTS, ETC (final draft due June 13), (15 minutes)
6. Presentation: Second Draft: Committee #6 LODGING: B&B, INNS, (jointly with #5 FARMSTAYS Committee), (30 minutes)
7. Presentation: Second Draft: Committee #7 LODGING: DUDE RANCH, ETC, (30 minutes)

Next meeting: **THURSDAY, MAY 25 @ SLO**

HOMEWORK ASSIGNMENTS FOR MAY 25 MEETING:

- Introduction: SIGNS: Bring questions for this discussion and Committee # 1
- Review Final Drafts from Committee# 4: Sales
- Review Final Draft from Committees #6: Lodging: B & B, etc
- Review Final Draft from Committees #7: Dude Ranches, etc.